

SELLER'S GUIDE

FOR SELLING YOUR HOME

Dana DeLong Wenzell

REALTOR

423-444-6038

Dana@danadelonghomes.com



Westbrook Legacy Realty

I believe in educating clients to help them achieve their real estate goals. Selling your home doesn't have to be complicated! I'm passionate about simplifying the process so everyone is on the same page and there's no confusion. I'd love to support you in your home journey.

423-444-6038

Westbrook Legacy Realty
268 Christian Church Road, Suite 1
Johnson City, TN. 37601



01 *Preparing*

YOUR HOME TO SELL

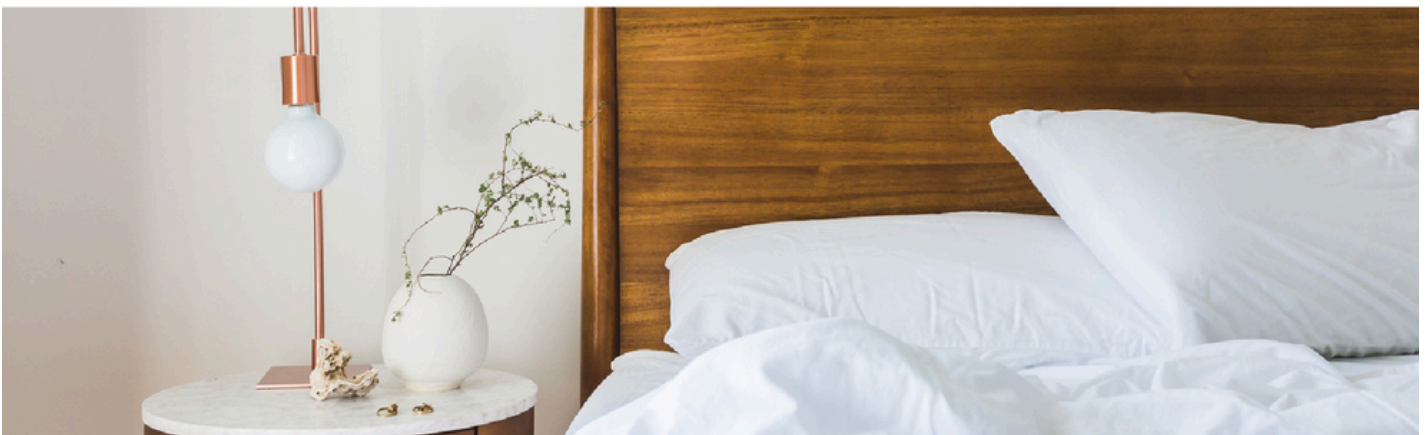
Find Your Agent, Listing Price, Questionnaire,
Prepare Your Home & Pre-Listing Checklist

Find Your Agent

TO SELL YOUR HOME

Selling a home without a realtor can be stressful and challenging. The majority of homeowners prefer to work with a real estate agent because their experience and resources typically lead homes to garner higher prices on the market.

our agent will be working with your best interests to help guide you in your journey of selling your home.





MORE CONVENIENCE/ BETTER ACCESS

A real estate agent's full-time job is to act as a liaison between buyers and sellers. This means that he or she will have easy access to all other properties listed by other guest.

NEGOTIATING IS TRICKY

This can put you in a better position to get the price you want.

CONTRACTS CAN BE HARD TO HANDLE

An experienced real estate agent deals with the same contracts and conditions on a regular basis and is familiar with which conditions should be used. Protecting you whether your selling or buying.

ATTENTION TO DETAIL

Agents are far more familiar with this type of paperwork than you are. Consider this if you are trying to save money.

AVOID CLOSING PROBLEMS

When a sale nears closing, all kinds of pitfalls can kill the deal in the final hours. A real estate agent knows to watch for trouble before it's too late.

Listing price

WHAT'S MY HOUSE WORTH?

It's important to know what price is right for your home, Pricing your home too high can be a mistake, but don't worry about pricing your home too low- it can start a bidding war.



Talk to your real estate agent to help you determine the best price for your house.



Prepare your home

TO IMPRESS THE BUYERS

When selling your home you want it to look its absolute best for the potential buyers who walk through the door. That's where home staging comes in.

Home staging is a method of decorating meant to highlight your home's most impressive assets and help buyers imagine themselves moving in and living there. Do it right, and you should have no problem selling your home quickly.

Home Staging tips...

- Start with curb appeal, first impressions matter, so make your home stand out the instant buyers pull up to the curb.
- Get rid of clutter that takes up a lot of space. Space is what sells but you don't feel like you have to get rid of everything forever, but you should certainly be packing them up clutter and getting them out of the house.
- Clean like you've never cleaned before. Spring cleaning has nothing on the cleaning you should do when you're putting your home on the market.



Pre-Listing Checklist

Kitchen

- ☐ REMOVE MAGNETS FROM FRIDGE
- ☐ DECLUTTER COUNTER TOPS
- ☐ LEAVE FRESH FLOWERS/ BOWL OF FRUIT
- ☐ DEEP CLEAN ALL APPLIANCES
- ☐ REMOVE TRASH AND PUT IT IN THE GARAGE
- ☐ ENSURE ALL APPLIANCES ARE WORKING
- ☐ WASH ALL CABINET FRONTS
- ☐ DEEP CLEAN REFRIGERATOR AND STOVE

Bathroom

- ☐ CHECK WATER PRESSURE
- ☐ REMOVE ANY SOAP RESIDUE
- ☐ CLEAN TOILET BOWLS
- ☐ CLEAN TILE GROUT
- ☐ CLEAN OR REPLACE SHOWER CURTAIN
- ☐ PLACE FRESH TOWELS AND RUGS
- ☐ REMOVE ANY RUST OR STAINS
- ☐ RE-CAULK SINKS, TUBS AND SHOWERS

Curb Appeal

- ☐ REPAIR BROKEN WINDOWS & SHUTTERS
- ☐ MOW LAWN
- ☐ REMOVE STAINS FROM WALKWAYS
- ☐ CLEAN ALL PATIO FURNITURE
- ☐ REPLACE TORN SCREENS

Garage

- ☐ SEAL OR PAINT FLOORS
- ☐ ORGANIZE TO CREATE FLOOR SPACE
- ☐ ENSURE THE GARAGE DOOR IS WORKING

Bedroom

- ☐ REARRANGE FURNITURE AS NEEDED
- ☐ CLEAN SHEETS AND BED COVERS
- ☐ DUST FURNITURE AND LIGHTING
- ☐ DECLUTTER AND ORGANIZE CLOSETS
- ☐ CLEAN WINDOW COVERS/ SHADES
- ☐ ORGANIZE FURNITURE TO LOOK SPACIOUS

Laundry Room

- ☐ ORGANIZE SHELVES AND CABINETS
- ☐ STORE AWAY ANY REMAINING CLOTHES
- ☐ CLEAN APPLIANCES
- ☐ DECLUTTER AND WIPE SURFACES
- ☐ WIPE DOWN WASHER AND DRYER

Overall Interior

- ☐ REMOVE PERSONAL PHOTOS
- ☐ CLEAN FILTERS AND VENTS
- ☐ ORGANIZE EVERY CLOSET & ROOM
- ☐ RE-PAINT WALLS NEUTRAL TONE
- ☐ CLEAN FLOORS, BASEBOARDS, AND TRIM
- ☐ REPAIR HOLES OR CRACKS IN WALLS

Exterior

- ☐ REMOVE WEEDS & ADD FRESH MULCH
- ☐ REMOVE ANY COBWEBS AND NESTS
- ☐ PRESSURE WASH WALKWAYS
- ☐ REPAINT FRONT DOOR & MAILBOX
- ☐ MOW THE LAWN
- ☐ CLEAN PATIO FURNITURE
- ☐ ADD FRESH PLANTS IN BARE AREAS
- ☐ TRIM ANY TREES AND SHRUBS



02

*Finding A
Buyer*

LISTING & MARKETING

Mls Listing, Signage, Lock Box & Showings,
Open House, Virtual Tour

MARKETING

Plan & Listing

MLS LISTING

Once your home is listed for sale by your realtor, it will be entered on the MLS database. This database is accessed constantly by professional real estate agents. This maximises your potential audience and can only bring you the best results. End goal: Bidding war!

SIGNAGE

An initial First step will include identifying that your house is up for sale by placing the classic FOR SALE sign on the front of the property.

LOCK BOX & SHOWINGS

A very successful approach taken by real estate professionals is having the house empty of its owners at the time of a visit by the potential buyers. This can be accomplished by using a lock box located near the front entrance.





Open House



An open house can be scheduled to open the interest of some hesitant buyers. This is a no pressure tactic employed strategically by you agent. Generating interest in a home is in the best interest of the seller.

Virtual Tour



Among the newer, ever evolving, techniques employed by real estate agents is a virtual tour of your home. This extends your reach in the market even further.



A photograph of a bedroom featuring a white bed with a curved headboard and white linens. On the bed, there is a breakfast tray with a cup of coffee, a plate of food, and a small plant. The background shows a window with light blue curtains and a potted plant on the right side.

03

Final Steps

NEGOTIATION TIME

MlsListing, Signage, LockBox & Showings,
Open House, Virtual Tour

Negotiations

TO SELL YOUR HOME

Be open to suggestions from your agent during the negotiation process. It's a give and take type of thing. A little flexibility during the negotiation process is expected on both ends, and will ensure a smooth and quick road to signing the final sale contract.

At first glance accepting the highest possible offer seems like the most logical thing to do. Final sale price is obviously important, but there are many other factors you must also consider.

- CASH OFFER:

Some sellers accept a lower-priced cash offer over a higher-priced loan offer because there are typically fewer issues that come up

- CLOSING DATE:

You have to also consider how soon the buyer is able to take possession of the property. One month? Two or Three? Who will cover these expenses in the interim. Selecting the offer with consideration of timeline is another important aspect your realtor can help you with.

- CLOSING COST:

Usually the buyer assumes all costs associated with the purchase of the property. It can arise that some of these costs are negotiated to be shared in some form during the buying process.

Under Contract

contract...

congratulations your under
Once you and the buyer have agreed on terms, a sales agreement is signed and your home is officially under contract.





CLOSING IS THE FINAL STEP

This is the final step in the selling process. On the day of closing, both parties sign documents, funds are dispersed, and property ownership is formally transferred to the buyer.

Congratulations on selling your home!



CLOSING EXPENSES FOR SELLERS CAN INCLUDE:

- Home warranty
- Real estate agent commissions
- Remaining balance on mortgage
- Any unpaid assessments, penalties or claims against your property.

BRING ITEMS TO CLOSING:

- government Issued Photo ID
- House Keys
- Garage Openers
- Mailbox Keys

NOTES





Westbrook Legacy Realty
268 Christian Church Road, Suite #1
Johnson City, TN 37601
423-444-6038

dana@danadelonghomes.com